







SHRINKING CITIES: GROWING COMMUNITIES

2009 Annual Conference Schedule

Association for Community Design: 2009 Annual Conference

June 4-7 Rochester, New York

CONFERENCE VENUES

RRCDC Rochester Regional Community Design Center
1115 E. Main Street

MuCCC Multi-Use Community Cultural Center
142 Atlantic Avenue

GEH George Eastman House
900 East Avenue

GWA Gleason Works Auditorium
1000 University Avenue

SHRINKING CITIES: GROWING COMMUNITIES

THURSDAY, JUNE 4 Afternoon **MuCCC**
****Conference Registration Begins at Noon****

Panel Discussion 2 – 3:30pm
Topic: Models of Cooperation: Community Design and the Public Sector
Working Session 4 – 5:30pm
Topic: Community Design Centers

THURSDAY, JUNE 4 Evening **RRCDC**
Reception 7-9pm
Rochester Regional Community Design Center 7-9pm
Live Music, Refreshments

FRIDAY, JUNE 5 Morning **GEH**
Continental Breakfast 7:45-8:30am
Panel Discussion 8:30-10am
Topic: Community Food Supply/Environmental Justice
Tour 10am-Noon
The George Eastman House Access to the gardens and International Museum of Photography

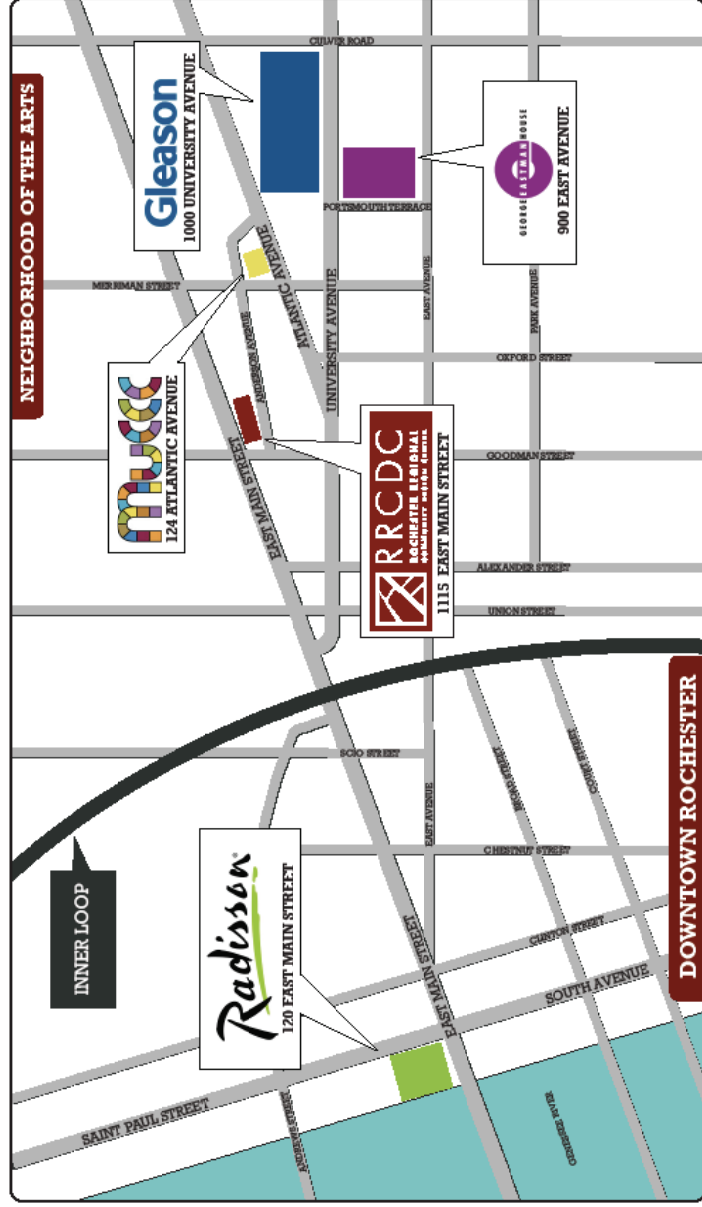
FRIDAY, JUNE 5 Afternoon **MUCCC**
Panel Discussion 2 – 3:30pm
Topic: Shrinking Cities
Panel Discussion 4 – 5:30pm
Topic: Neighborhood Case Studies – Susan B. Anthony / Marketview Heights

FRIDAY, JUNE 5 Evening **GWA**
Keynote Speaker 8pm Alan Greenberger, Planning Director, Philadelphia

SATURDAY, JUNE 6 Morning **MuCCC**
Participant Led Discussions 9 – 11am

SATURDAY, JUNE 6 Afternoon
Tours 1-4pm Marketview Heights Neighborhood
Susan B. Anthony Historic Neighborhood

SUNDAY, JUNE 7 Morning **MUCCC**
Working Session 9:30-Noon
Topic: Strategies for meeting current challenges and opportunities



ACD Conference Venue Map

A SPECIAL THANKS TO:

Joni Monroe
Roger Brown
Sarah Lobe
Daniel Cosentino
Peter Stam
Steve Caruso
Angela DiGiulio
Janet Shipman
Alison Nordström
Doug Rice
Kim Zhang
Kerri Murphy
Rebecca Kanfer
Melissa Whitney
Annalena Davis

Sara Mills
Julie Eaton
Jamie Rogers
Kat Sweeny
Eileen Hansen
Elliot Dolby Shields
Maria Furguele
Robert Modzelzski
Sarah Wolfson
Nimisha Thakur
Spring Woods
Tim Raymond
Tim Burke
Carl Pultz
SUNY ESF Volunteers

SPONSORS

Landmark Society
Rohrbach Brewing Company
Boulder Coffee
Multi-Use Community Cultural Center
George Eastman House
Rochester Regional Community Design Center
Gleason Works



KEYNOTE SPEAKER

Alan Greenberger, Planning Director, Philadelphia
"Planning for the Post Industrial City" Initiatives from Philadelphia

PANEL DISCUSSIONS

+ **Models of Cooperation: Community Design and the Public Sector**

Transforming neighborhoods and communities collaboratively: engaging citizens, employing creative planning and zoning techniques and utilizing public subsidy to catalyze private development that is designed well and public improvements that strengthen the public realm.

Panelists: **Chuck Thomas**, Director of Planning, City of Rochester; **Brett Garwood**, Director of Development Services, City of Rochester; **David Perkes**, Gulf Coast Community Design Studio; **Rochelle Bell**, Environmental Planner for Monroe County; **Dominic Robinson**, The Northside Collaboratory, Syracuse

+ **Community Food Supply/Environmental Justice**

A central challenge presented in contemporary communities is making it possible to access affordable, healthy and environmentally responsible food every neighborhood, regardless of wealth. This condition profoundly effects public health and quality of life. Panelists will discuss projects and initiatives which have been successfully implemented to make food available through community agriculture as well as retail channels and discuss ideas about strategies that might be tried.

Presentation Infill Philadelphia: Food Access

Stakeholders collaborate to explore design concepts to address food access and develop retail on urban infill sites.

Panelists: **Elizabeth Miller**, Executive Director, Community Design Collaborative, Philadelphia; **Matthew Potteiger**, Professor of Landscape Architecture, ESF Syracuse University; **Diane Picard**, Massachusetts Avenue Project, Buffalo

Responders: **Wade Norwood**, Fingerlakes Health Systems Agency; **Christine Johnson**, Director, GRUB (Greater Rochester Urban Bounty); **Eleanor Coleman**, Director of Youth and Family Services, SWAN; **Tom Ferraro**, Foodlink

+ **Shrinking Cities**

Considering creative opportunities for development of vacant land and underutilized buildings in core areas and cities with decreasing population including a wide array of non-traditional land uses and temporary use strategies that activate, change and then disappear.

Panelists: **Anne-Marie Lubenau**, AIA, Executive Director, Community Design Center of Pittsburgh (CDCP); **Terry Schwarz**, Senior Planner, Cleveland Urban Design Collaborative; **Joan Iverson Nassauer**, Professor of Landscape Architecture, University of Michigan

+ **Neighborhood Case Studies – Susan B. Anthony/Marketview Heights**

The stories of ongoing revitalization efforts in two unique urban neighborhoods flanking Rochester's Downtown looking at the areas' histories and physical development through the 19th and 20th Centuries, issues of changing population and demographics and responses to today's challenges.

Panelists: **Dawn Noto**, Susan B. Anthony Neighborhood Association; **Pamela Reese-Smith**, Community Outreach Coordinator, Pathstone Corporation; **Francisco Rivera**, Marketview Heights Neighborhood Association; **Judy Douglas**, Property Manager, Pathstone Corporation; **Rich Holowka**, Marketview Heights Resident; **Martin Pedraza**, Marketview Heights Resident; **Katie Comeau**, Landmark Society of Western New York; **Dan Hoffman**, Susan B Anthony Resident; **Bill Morse**, President, Morse Lumber



WORKING SESSIONS

+ *Community Design Centers*

Exploring the inner workings and dynamics of these organizations: interactions and partnerships, finances, staff issues, board management and other important aspects of their operation and influence.

Facilitator **Joe Fama**, Executive Director, Troy Architectural Program (TAP); **Peter Aeschbacher**, Department of Architecture, Penn State University

+ *Strategies for meeting current challenges and opportunities*

Beginning with a brainstorming session focusing on challenges facing community design centers as well as the communities they serve, we will break into small discussion groups by region, the services offered, and areas of interest so that people can work on strategies with others in the same context.

PARTICIPANT LED DISCUSSIONS

Conference participants will lead small group discussions covering a range of issues which those with an interest in Community Design face on a regular basis. Sessions will include ways in which one design center has been effective with decreasing funding sources; another faces challenges working with small towns. A number of topics will allow us to think through the challenges and opportunities for community design work.



FEATURED EXHIBITS IN THE RRCDC DESIGN GALLERY:

“Healthy and Happy Cities: Urban Design with Nature” – Case studies from Doug Farr’s book *Sustainable Urbanism*

“Food is Landscape” Projects for a Sustainable Food System – an installation of the work of Landscape Architecture students from the College of Environmental Design, SUNY, Syracuse

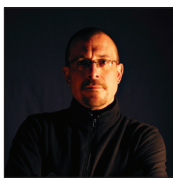
FEATURED EXHIBITS AT GEORGE EASTMAN HOUSE

“Not a Cornfield” on display in Entrance Gallery of the museum

* **“New Topographics”**

* **“Nature as Artifice: New Dutch Landscape in the Photograph as Art”**

* Exhibit installation in progress. Sign up for select viewing from the George Eastman House archives with Curator of Photography Alison Nordström at the ACD 2009 Annual Conference registration desk



Peter Aeschbacher is an assistant professor at the Pennsylvania State University, where he holds a joint appointment in the Department of Landscape Architecture and the Department of Architecture. His research includes community design; public scholarship; visual methods; and small parks and urban open spaces. He is also involved with Penn State's Hamer Center for Community Design.

Prior to moving to academia, Peter was a practicing community designer and activist. He was an inaugural recipient of the Fredrick P. Rose Architectural Fellowship, and worked with the Los Angeles Community Design Center. At the LACDC, Peter was the designer of architectural projects including housing, community centers, gardens, childcare facilities and commercial improvements. While in Los Angeles, Peter was also involved in community-based initiatives, including the struggle for and development of the Cornfields State Park, a 42-acre former railyard adjacent to downtown Los Angeles; the Los Angeles Bicycle Coalition; and the Los Angeles Community Garden Council. He has undertaken numerous community-based design/build projects such as community gardens and has facilitated a number of successful university/community partnerships. He is a founding member and current board member of CityWorksLA. Peter holds graduate degrees in both Architecture and Urban Planning from UCLA.

Jody Beck is the Vice President of the Association for Community Design. Along with being a registered architect and returned Peace Corps Volunteer, he is also a PhD Candidate in Landscape Architecture at the University of Pennsylvania. The interplay between politics and landscape is at the core of his academic interests and his dissertation is focused on early twentieth century American landscape architecture and city planning. These interests continue beyond his academic work and have extended over the last several years into working with community design organizations at the local and national level as well as engaging issues of design and affordable housing.

Joni Monroe, AIA, is one of the founding members of the RRCDC and has served as the Executive Director since 2003. Under her leadership the RRCDC has extended its outreach to the nine county Greater Rochester Region as the area's only non-profit community-driven advocate for planning and design of the built environment offering technical assistance, facilitation and educational programs. Joni, who holds Masters degrees in Architecture from Yale University, Historic Preservation from Columbia University and Education from the University of Rochester, is committed to providing community connections to design and planning resources.



Katie Comeau is the Director of Preservation Services for the Landmark Society of Western New York, where she has worked since 2001. Among other projects at the Landmark Society, Comeau has been involved in revitalization efforts in the Susan B. Anthony Neighborhood, most recently as coordinator of an initiative to bring architectural services and rehabilitation grants to residents of this important historic district. She also

speaks and writes on topics including architecture of the recent past, sustainability and historic preservation, and Rochester's Olmsted parks system.

Before returning to the Rochester area where she grew up, Comeau worked at a historic preservation consulting firm in Washington, D.C., where her projects included historic structures reports, Section 106 compliance projects, National Register nominations, and other cultural resource documentation projects. She has a bachelor's degree in Humanities from Yale University and a master's degree in Historic Preservation from the University of Pennsylvania.

Dan Hoffman has been a resident of the Susan B. Anthony Preservation District for over 20 years. Dan served for several years as President of the Susan B. Anthony Neighborhood Association and held the Sector 3 Chair Position in which he worked with seven neighborhoods. Dan Hoffman and his wife Barbara have been influential in the revitalization efforts seen today in the Preservation District.

William Morse is the President of Morse Lumber, located at 340 W Main St. in the Susan B. Anthony neighborhood. His family has lived, owned and operated the Rochester lumber company in the neighborhood since 1853. Morse has a special interest in the neighborhood, as his grandmother was an acquaintance of Susan B. Anthony. Morse has been guest speaker at the Susan B. Anthony House Luncheon Series and is on the Board of Directors at the Genesee Country Museum.



Joe Fama is the Executive Director of TAP, Inc., a community design and development center established in 1969, which provides design and planning services primarily in Troy and in other municipalities in New York's Capital Region. As Executive Director since 1972, Fama supervises and participates in all phases of TAP's work. His work at TAP keeps him interested and involved in the Troy Community.

His recent activities include serving as a board member for the ARK Charter School, The Rice Building, Inc., and Historic Troy 2020 for which he is also the Chief Operating Officer. Fama was also a board member for the New York State Department of State Technical Subcommittees on revision of the State Energy Code, Appendix K of the Building Code (for Existing Buildings) and the adoption of the International Existing Buildings Code.

Mr. Fama, earned degrees in Building Sciences and Architecture from Rensselaer Polytechnic Institute. While at RPI he was the first recipient of the Norman Waxman Service Award in 1970 and the winner of the A.I.A. Student Award in 1971. He was a 2008 Winner of the Edward H. Pattison Citizenship Award presented by the Rensselaer County Regional Chamber of Commerce.

ABOUT THE SPEAKERS



Alan Greenberger is the Executive Director of the Philadelphia City Planning Commission and chairs the Philadelphia Zoning Code Commission. His current work at the Planning Commission and with UPenn City Planning graduate students is focused on outlining long-term growth strategy for Philadelphia titled 'Planning for the Post-Industrial City.' Growth strategy issues such as now-fallow land use, connections between

communities and a city's natural resources, and understanding current and future economic drivers are applicable to smaller formerly industrial cities such as those throughout the East and Midwest.

Prior to his 2008 appointment to the Planning Commission Greenberger was partner of Mitchell/Giurgola Architects and lead designer for a variety of projects, such as the America on Wheels Museum, Mann Center for the Performing Arts Master Plan and Pavilions and the Centennial District Master Plan. He also co-founded and chaired the Design Advocacy Group of Philadelphia, a volunteer organization made up of architects, city planners and developers which works toward planning reform in Philadelphia.

Greenberger, a Rensselaer Polytechnic Institute School of Architecture alumnus, is also a faculty member of the Department of Architecture at Drexel University and the Department of City and Regional Planning at the University of Pennsylvania.



Chuck Thomas, the Director of Planning for the City of Rochester, has more than 30 years experience in planning, zoning, real estate development, HUD Community Developments programs, Neighborhood Reinvestment programs, state funding agencies and private fund raising. His duties in Rochester include comprehensive land use and strategic planning, GIS and data systems management, waterfront development, and

community plan development. He served as Deputy Director of Planning for the City of Buffalo from 1998 through May 2006. Between 1996 and 2008 he received 10 New York Upstate American Planning Association Chapter Awards, in 2005 the APA National Award for best plan, and the 2009 CNU National Award for comprehensive planning.

Thomas is a graduate of the State University of New York at Buffalo. He is a member of the American Institute of Certified Planners and the Western New York Section of the American Planning Association and past member of the Congress for the New Urbanism and ULI Urban Land Institute.

Bret Garwood is the Director of the Bureau of Housing and Project Development for the City of Rochester where he oversees the planning and implementation of the City's housing, real estate, demolition and homeownership functions. Beginning in July, he will oversee the Bureau of Business and Housing Development for the City.

His extensive experience in community development research and program management includes serving as the Associate Director of the Rochester's Housing Council, Executive Officer of the Ithaca Board of Realtors, Director of Housing Services for Tompkins Community Action in Ithaca, and a private consultant. He holds a B.A. in Architecture from Lehigh University and a M.S. in City and Regional Planning from Cornell University.



David Perkes, an architect and Associate Professor for Mississippi State University, is the founding director of the Gulf Coast Community Design Studio, a professional outreach program of the College of Architecture, Art + Design. Established soon after Hurricane Katrina, the studio provides planning and architectural design support to Mississippi Gulf Coast communities and non-profits. The design studio works closely with

the East Biloxi Coordination and Relief Center and has assisted in the renovation of hundreds of damaged homes and over fifty new house projects in East Biloxi which, in 2007, were awarded an Honor Citation from the Gulf States Region AIA.

Previously, Perkes was the director of the Jackson Community Design Center and taught in the School of Architecture's fifth year program in Jackson, Mississippi. Under his leadership the Design Center assisted many community organizations and received numerous national and local awards, including the Mississippi AIA Honor Award for the Boys and Girls Club Camp Pavilion. A sustainable Habitat for Humanity house built in Jackson was selected by the "Show Your Green" recognition program and featured on the AIA Design Advisor. Perkes was selected as the designer from Mississippi for the January 2004 issue of International Design.

David has a Master of Environmental Design degree from Yale School of Architecture, a Master of Architecture degree from the University of Utah, and a Bachelor of Science degree in Civil and Environmental Engineering from Utah State University. In 2004 David was awarded a Loeb Fellowship from the Harvard Graduate School of Design.



Rochelle Bell has been an Environmental Planner at the Monroe County Department of Planning & Development for almost ten years working to organize a Land Use Decision-Making Training Program for municipal officials and staff, coordinate with the County Department of Health to plan matters impacting public health, manage a wetland mitigation project, conduct environmental reviews for Community Development

projects, and review land use developments with potential county-wide impacts. She is actively involved in organizations such as the Monroe County Green Building Design Review Team, Black Creek Watershed Coalition, and Public Health and Safety Technical Advisory Committee.

Bell has worked as a hydrogeologist for environmental consulting firms in Oregon, Washington and Iowa and for the U.S. Geological Survey and the U.S. Bureau of Land Management in California and Colorado. She also taught in a community college in Eugene, Oregon.

Bell earned her B.S. degree in Geology from Colorado State University and her Masters in Earth Science and Resources from the University of California at Davis.



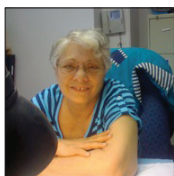
Dominic Robinson co-founded "The Northside Collaboratory" in 2007, a program for innovative and collaborative community development in the Northside neighborhood in Syracuse, NY. In 2008 Dominic began work with the Metropolitan Development Association (MDA) and St. Joseph's Hospital in coordinating the revitalization efforts in the Prospect Hill neighborhood. He is working to catalyze community and economic development and large scale investment within Syracuse's Northside by creating programs in business development and retention, a weatherization training program for neighborhood residents, neighborhood communications strategies

residents want to play a role in the transformation of their neighborhoods and will engage in the process if they believe there will be change. MHCAP installed four new community gardens in the neighborhood Marketview Heights Neighborhood. In 2009 the 325 North Union Street garden won first Place in the Mayor's garden contest. Engaging residents and giving them a voice has made the Collective Action Project a major success.

In 2007 Reese Smith graduated from the University of Rochester. From May 2005 until July 2007 Pamela was Executive Director for the Flower City Soccer League, an inner city soccer program for disadvantaged youth many of whom reside in the Marketview Heights Community. In July 2008 Rochester's Mayor Duffy presented Pamela with an award for Excellence In Service.

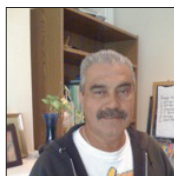


Francisco Rivera, the Executive Director of Marketview Heights Association, has worked with the community in various capacities since 1979 including serving as the Director of Student Services at the former Clara Mohammed School on North Street and Associate Director of Rochesterians Against Illegal Narcotics. Rivera has 18 years experience in non-profit organizational management and community organizing and 12 years experience in housing rehabilitation. As Executive Director of Marketview Heights Association Rivera oversees a number of programs and initiatives aimed at improving housing conditions and promoting homeownership in the area. Recent projects include four housing rehabilitation grant programs, two acquisition/rehab programs for first-time homebuyers, comprehensive housing counseling services for new and existing homeowners, foreclosure prevention counseling and services program, and real estate sales and services.



Judy Douglas, a Property Manager at PathStone Management Corporation, manages 94 affordable housing rental units in the Marketview Heights Neighborhood. Previously Douglas served on Housing Opportunities Board of Directors for 20 years and as the Executive Director of Marketview Heights Community Association from 1984-1999. She has accomplished numerous development projects throughout the Marketview Heights Neighborhood including creating Rochester's first infill project on the corner of Ontario and North Union Street, first HUD Neighborhood development Demonstration Project on 55-57 and 59-61 Woodward Street, and first Affordable Housing Project in 1986 located on Weld Street.

Rich Holowka is a lifelong resident of Marketview Heights.



Martin Pedraza has lived in Rochester's Marketview Heights most of his life. Inspired by his father who was a community activist and organizer of IBERO, Pedraza has been involved in the community since he was a young man. Pedraza is interested in greening the neighborhood and has taken it upon himself to find areas where trees can be planted in the community. Pedraza loves his community and the community appreciates his dedication and hard work.



Terry Schwarz is the senior planner at Kent State University's Cleveland Urban Design Collaborative (CUDC), a community service organization with a professional staff of designers committed to improving the quality of urban places through technical design assistance, research and advocacy. Supported by the Ohio Board of Regents' Urban University Program and the College of Architecture and Environmental Design at Kent

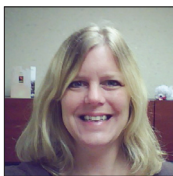
State University, the CUDC offers architectural and urban design expertise to urban communities, design professionals, and the planning and public policy work of the state universities in Akron, Youngstown and Cleveland. Schwarz's work at the CUDC includes neighborhood and campus planning, commercial and residential design guidelines, stormwater management and green infrastructure strategies. In 2005 she launched the CUDC's Shrinking Cities Institute in an effort to understand and address the implications of population decline and large-scale urban vacancy in Northeast Ohio.

She teaches the graduate design curriculum for the KSU College of Architecture and Environmental Design. She has a Bachelor's degree in English from the Illinois Institute of Technology and a Master's degree in City and Regional Planning from Cornell University.



Joan Iverson Nassauer A Fellow of the American Society of Landscape Architects and the Council of Educators in Landscape Architecture, Nassauer was named Landscape Ecology Scholar by the International Association of Landscape Ecology in 2007 and Distinguished Practitioner of Landscape Ecology in the US in 1998. Her investigation of public acceptance and cultural sustainability of ecological design was reported in over 50 referenced papers and 20 books and monographs and received numerous awards. This work offers strategies for basing ecological design on strong science, interdisciplinary collaboration and creative engagement with policy. Currently Nassauer is applying her approach to brownfields, vacant property and urban sprawl.

Nassauer is a professor of Landscape Architecture at the University of Michigan's School of Natural Resources & Environment. She earned her M.L.A in Landscape Architecture from Iowa State University and her B.L.A. in Landscape Architecture from the University of Minnesota.



Dawn Noto has been a resident of the Susan B. Anthony neighborhood in Rochester for close to six years. She had been President of the Susan B Anthony Neighborhood Association for the past 3 years and is currently Co-Chair of Sector 3. She enjoys working with neighbors, local business owners and city officials to continue the revitalization of the neighborhood.

Dawn Noto and her husband Mike both enjoy working on their Circa 1850 home in the neighborhood.



Pamela Reese Smith, the Community Project Manager for Rochester's Marketview Heights Collective Action Project (MH-CAP), holds a Bachelors degree in Studio Arts with a wealth of expertise in history and anthropology. Reese Smith has been a community organizer for 30 years working to revitalize and reorganize inner city neighborhoods. She believes that inner city

and tools, and public art projects. He has assisted in several housing development projects and is currently working to bring a hotel to the neighborhood.

Robinson attended Washington University in St. Louis where he helped form “City Bridges,” a group dedicated to helping link university resources to community organizations. While pursuing a master’s degree in Urban Studies at Loyola University Chicago, he served as a fellow in Loyola’s “Center for Urban Research and Learning” (CURL), a university-based research center dedicated to community-driven, collaborative research. In Chicago Robinson also worked with a non-profit organization that provided athletic, academic and enrichment programming to children living in the Cabrini Green public housing projects. In 2004 Robinson worked as an Americorps Volunteer as teacher, football coach and campus minister at a Catholic high school, which reached out to predominantly low-income residents of Chicago’s south side.



Elizabeth Miller is the Executive Director of the Community Design Collaborative which created Infill Philadelphia, a Food Access program which brings together design practitioners, community development experts, policymakers, grocery store operators, funders, and neighborhood leaders to explore how design can address fresh food access in low- and moderate-income urban communities. The resulting design concepts use physical assets in older urban neighborhoods creatively: creating a fresh food market in a storefront building, reusing a warehouse for a co-op that can grow in phases, and designing a new supermarket for a challenging urban site.

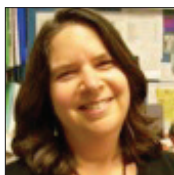
A skilled nonprofit manager, Miller developed her expertise in public policy, community development, and historic preservation. In addition to her work with the Community Design Collaborative of Philadelphia she serves on the Design Advocacy Group (DAG) Steering Committee and the City Parks Association Board. Miller holds a Masters in Government Administration from the Fels School of Government at the University of Pennsylvania and a BA in the Growth and Structure of Cities from Bryn Mawr College.



Matthew Potteiger is a professor of Landscape Architecture in the College of Environmental Design at SUNY, Syracuse. His teaching, research and practice focus on linking food systems to community design as a means of creating vital productive urban spaces, building community capacity, and activating public space. The work of students in his “food studio” has helped to reveal critical issues and create a framework for

coordinated food system planning as well as directly influencing food access by helping to establish a farmers market on Syracuse’s eastside and building a community garden with the refugee community. He is one of the founding members of Syracuse Grows, a community-based network working to cultivate equitable local food production, distribution and consumption through community gardening and urban agriculture.

He recently received a grant from the Graham Foundation for Advanced Studies in the Fine Arts to supported travel to Brazil, Japan and North American cities to study emerging models of urban agriculture. His book, *Landscape Narratives: Design Practices for Telling Stories*, received an ASLA merit award.



Diane Picard is the Executive Director for the Massachusetts Avenue Project on “Building the local community through food, urban farming, and entrepreneurship,” in Buffalo, New York. Currently, she is also the Director of the Growing Green Project. Started in 2003, this program works with local low-income, at-risk youth in Buffalo, teaching them to grow food organically and build community through food. It has recently

developed a peer education initiative in which youth run after school workshops on sustainable urban agriculture. At the MAP, youth actively participate in transforming their community and becoming agents of social change through food and sustainable urban farming.

Picard received her Masters of Social Work from Boston University, where she specialized in Program Planning and Community Organizing. She has an undergraduate degree in International Agriculture and Development from Cornell University, which enabled her to teach agriculture and art at a rural secondary school in Botswana, where she served in the Peace Corps from 1986-1988. Picard is devoted to grassroots community-building as a means of making positive and lasting social change.



Wade Norwood is the Director of Community Engagement for the Finger Lakes Health Systems Agency (FLHSA), a non-profit community health planning agency that promotes public health in the Finger Lakes region through research, advocacy and community engagement. With the support of community leaders, health care providers, consumers, insurers and government, the FLHSA strives to ensure accessible,

affordable quality healthcare for the region's entire population. Norwood works to increase access to health services and to eliminate race- and ethnicity-related disparities in health status. FLHSA also connects community health planning to public policy advocacy. The fourteen community coalitions that are supported by the FLHSA provide a direct and powerful channel through which the voice of community is engaged in the health care dialogue.

Norwood has twenty years of elected and appointed government service. He created the City of Rochester's highly regarded Police Citizen Review Board, the nationally recognized “Neighbors Building Neighbors” planning process, city homeownership and neighborhood revitalization programs, the legislative guide for the City's long-range 2010 strategic plan; and supervised the Rochester City Council's review of the City's Comprehensive Plan and Zoning Code. A lecturer on public affairs, Norwood is also an active volunteer. Norwood is a native Rochesterian and a graduate of the University of Rochester with a degree in Political Science.

Christine Johnson works with Greater Rochester Urban Bounty (GRUB). Since 1999, GRUB, located in Northeast Rochester on Clifford Avenue, has been farming and selling produce organically grown in Rochester's vacant lots and has a store front in the Rochester Public Market.



Eleanor Coleman is the Director of Youth and Family Services at the SouthWest Area Neighborhood Association, Inc. (SWAN) where she identifies services for and facilitates coordination of school/community Student & Family Support Center and has designed and implemented community outreach programs for all age groups, such as Building Blocks,

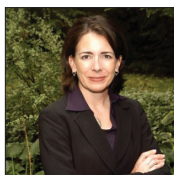
a collaboration between youth and adults to plan and implement community improvement projects. In partnership with the University of Rochester and Rochester Fatherhood Resource Initiative, Coleman helped create Healthy Home, a hands-on museum used to teach community members about lead poisoning and other household toxins. Most recently her work at SWAN included the establishment of a Youth Entrepreneur Business in which youth operate greenhouses; the promotion of Grow Boxes which eliminate toxic soil, conserve water, limit/eliminate the need for pesticides; and overseeing a Garden Survey for the Rochester Community Asset Mapping database system which will be used to establish a local Food Security System. Coleman has been recognized by both the city and the county for her community service and was the winner of the 2000 Sector 4 "Community Development Award."



Tom Ferraro is the Founder and Executive Director of Foodlink, serving Greater Rochester and the Genesee Valley/Finger Lakes Region for over 29 years. Under his direction Foodlink has become a 550-member organization delivering more than 7.5 million pounds of food products annually to area soup kitchens, food pantries, shelters, group homes and senior centers in a 10-county area. Under Ferraro's leadership Foodlink

has moved beyond the symptom of hunger by working toward solutions of the problem including job training, launching a Fulfillment Center to spur economic development, providing hot meals to children at 39 after-school Kids Cafes, conducting emergency provider training to provide holistic services to those in need and spearheading community garden/urban farming projects to foster community food security.

Ferraro was on the original America's Second Harvest Board of Directors to develop the concept of food banking nationally and assisted in the formation of the other seven New York State food banks. Ferraro is also the recipient of numerous distinguished community awards including the Mayor's Charles S. Crimi Pax Humana Award from the City of Rochester in 2000, Rochester Urban League Community Leadership Award for Golden Service, and the Greater Rochester Community of Churches Metropolitan Faith-In-Action Award.



Anne-Marie Lubenau is the President & CEO of the Community Design Center of Pittsburgh (CDCP) which she joined in 1998. Lubenau's vision and leadership as an architect and project manager and ardent commitment to civic engagement enabled the CDCP to successfully expanded its reach within the communities, businesses and homeowners of Pittsburgh through innovative programming and design resources.

Lubenau is passionate about providing access to planning and design resources to the Pittsburgh region. She is the chair of the Pittsburgh Civic Design Coalition, a member of the City of Pittsburgh's Contextual Design Advisory Panel, and a member of the Pittsburgh chapter of the American Institute of Architects. Lubenau regularly contributes to regional and national community planning forums. She has served on the board of directors of the Association for Community Design since 2004. Additionally, she served as an adjunct faculty member of Carnegie Mellon University's School of Architecture where she received her degree and taught classes on the built environment through the Allegheny Intermediate Unit and the University of Pittsburgh. She also served as an educational consultant to Pittsburgh History & Landmarks Foundation.